



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

EASTER BUYING BEGINS. A wave of children's apparel selling at stores across the nation last week heralded the beginning of a real surge in Easter activity, reports Fairchild News Service. Accessories and footwear departments scored good gains, while dresses, coats and sportswear also contributed a good share to the overall sales total. In Washington, good activity in the latter part of the week pulled ready-to-wear ahead in most stores. The newspaper strike dragged volume down 7% in New York City, while sales in the metropolitan area went ahead 2%. In Cleveland, the newspaper strike also caused retail sales to drop 12%, enough to pull the entire area 10% under. In Atlanta, Easter business opened up last week with substantial gains being recorded by nearly all units, particularly in apparel, accessories, children's wear and dresses. Business perked up a bit in Los Angeles last week as stores recaptured some of the sales they lost due to rainy weather the past few weeks. Sales in women's departments and specialty stores in Dallas last week averaged 6% ahead of sales for the similar week last year.



NAUMES EQUIPMENT AND FUEL COMPANY'S attractive new building at 2233 South Pacific Highway opened here Monday and already several hundred farmers and businessmen from all parts of southern Oregon and northern California have attended the gala two-day open house celebration. Highlighting the event is "Miss Oregon" in person, lovely Marty Wyatt (above), on hand to greet visitors. The opening festivities will continue until 9 o'clock tonight.

The Grants Pass store is joining in the celebration of the completion of one of Oregon's largest and finest equipment centers south of Medford, according to owner and manager R. A. "Nooks" Naumes. The open house specials featured here will also be available at the Grants Pass branch.

Special prizes are featured during the opening, including a Toro power mower, two irri-kits, five 200 foot rolls of plastic pipe and fifty Valvoline oil changes. Registration is all that is necessary to participate for prizes.

Naumes Equipment and Fuel Company's fine new plant covers more than 8,000 square feet of floor space and acres of parking area available for customers and displays. Included in the well known lines offered by this firm is Massey-Ferguson tractors and equipment.



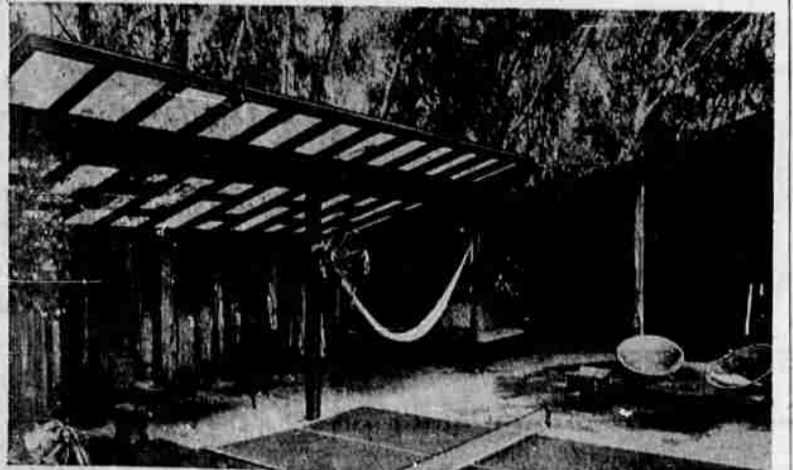
SNIDER'S INSTALLS CLOSING TELEVISION. Snider's Dairy became the first industry in the Rogue Valley to install direct wire (closed circuit) TV last week, according to Veri G. Walker of Veri G. Walker Company.

A Sylvania closed circuit TV operation, shown at left, went into action at the dairy Wednesday of last week, Walker explained. "This set-up allows a desk or department to view any area on the premises at the flick of a switch," Walker said. Installation of the equipment was done by Bob Walker and Jim ED CIRCUIT TELEVISION. Snider's Dairy became the first industry in the Rogue Valley to Koch, Marion Peterson, Snider's control clerk, is shown in this photo.

Possible users of this system include manufacturers, supermarkets, banks, airports, sawmills, schools, department stores and others. The Walker Co. will provide a complete and factual proposal-plus a demonstration-at no cost or obligation. Additional information may be obtained from Ted Christensen, Red Richards or Bob Walker at Veri G. Walker Co.

PROMOTE COLOR TO SELL MORE PAINT. Color is the key to unlock paint sales, says Building Supply News. Today color has become one of the principal selling points for interior paint sales and has extended its reach with increasing effect into exterior paint as well. The National Paint, Varnish & Lacquer Association recently announced that the do-it-yourself market is responsible for 70% of interior painting jobs and for 50% of outside house painting. Studies show the do-it-yourselfer is color conscious and demands a wide variety of choices. Builders and paint contractors have found that the sale of the home, or getting the job, can very often depend on their being able to supply the right color. These two important buyers have also become increasingly color conscious.

THE DUN & BRADSTREET DAILY WHOLESALE COMMODITY PRICE INDEX of 30 basic commodities (1930-1952-100) was 267.41 on Thursday, March 28, against 267.18 a week ago. The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, rose two cents this week to \$5.79. This is 1.9% below the corresponding level of last year.



HOME IMPROVEMENT SALES POTENTIAL IS \$259 PER FAMILY. Estimates in the U. S. spend an average of \$259 annually for the maintenance and improvement of their homes and properties, according to latest government data analyzed by the Bureau of Advertising of the American Newspaper Publishers Association. This information is included in a new four-page folder-presentation now being shown to retailers in the U. S. and Canada by member daily newspapers of the Bureau.

Entitled, "A Retailer's Guide to Home Improvement Profits," the folder shows retailers the many selling opportunities available to them from home improvement promotions. Seasonal per family expenditures are detailed for additions and alterations, maintenance and repairs, and replacements. Working spaces are provided for each retailer to calculate the total home improvement dollar potential for a market of his size.

In 1963, the home improvement industry will receive year-long impetus, as '63 has been designated "Home Improvement Year" by the National Home Improvement Council," said Mark R. Arnold, vice president of the Bureau's Retail & Classified Department. "Each year, more and more retailers are going out aggressively after home improvement business. This means there is a definite need for stepped-up advertising and promotion on the part of many stores who at one time had the home improvement market pretty much to themselves," said Arnold.

The folder-presentation points out that in 1961, Americans spent \$13.8 billion for the upkeep and improvement of their homes. While this represents a gain of 3% over 1960, there is still a considerable gap between home improvement sales and sales potential.

"If just the housing units lacking basic facilities were brought up to minimum standards over a 10-year period, annual outlays would increase 3 1/2 to 4 billion dollars," states the folder in citing a U. S. government estimate. "Many more persons maintain their homes far above minimum standards, but tend to put off much of their improvement and maintenance work."

The folder-presentation also includes:

- Per family expenditures for merchandise related to home improvement business-housewares, appliances, furniture.
- Details on the competitive problems facing home improvement retailers.
- Benefits from consistent newspaper advertising and "a tested plan for building sales."

Copies of the folder are available to retailers through the 1,000 member daily newspapers of the Bureau of Advertising and are being sent to retailers in this area by the Medford Mail Tribune.

APRIL IS A TIME OF EBULLIENCE IN SAN FRANCISCO. It's blossom-time, even in the city.

Maiden Lane becomes a colorful bower April 4-6. Vehicular traffic is barred from the two-block enclave off Union Square and the shops garlanded with thousands of blossoms annually when "Spring Comes to Maiden Lane." The street festival will feature ballet stars and flamenco dancers in keeping with this year's theme, "A Salute to the San Francisco Ballet."

There'll be flowers galore throughout Macy's for the downtown department store's April 8-13 flower store . . . in Union Square for the annual "Rhododendron Days" observance commencing April 22 . . . in Golden Gate Park where the Tea Garden's more than 200 Japanese cherry trees are in final flower in the first week of April and rhododendrons are everywhere.

The San Francisco Ballet dances into the spotlight elsewhere this month. Its 3 week spring season opens April 16 at the Geary Theater with the San Francisco premiere of "Fantasma," a new work much acclaimed on the company's recent 42-city cross-country tour. The Ballet's spring repertoire-including "Diversissement d'Auber," "Original Sin," "Jest of Cards," "Con Amore" and other popular hits-will be presented Tuesdays through Saturdays with Sunday matinees through May 4.

The 8th Annual Black and White Ball April 19 affords everyone an opportunity to don dancing shoes. This seasonal gala benefiting the San Francisco Symphony Orchestra encompasses four major hotels with free transportation between them. It features four major orchestras, including the Symphony itself, providing everything from wait-time to the twist. The action is progressive-from 9 p.m. to 2 a.m. The prescribed (but not mandatory) attire is black or white or both.

Spring also spells baseball. The season starts here April 16 with the San Francisco Giants playing Houston at Candlestick Park. Home games are scheduled April 17 and 18 with Houston; April 19, 20 and 21 with Chicago; April 22 and 23 with Cincinnati; April 24 and 25 with St. Louis, and April 26, 27 and 28 with Milwaukee.

There's a bright outlook for opera lovers. Australian Soprano Joan Sutherland will be heard April 7 in an "Operatic Recital" at the War Memorial Opera House. "Tales of Hoffman" is the first of seven popular priced productions on the San Francisco Opera Company's spring calendar. The season starts April 30.

On the city's celebrity circuit, visitors can catch Comedian Shelley Berman at the Fairmont Hotel's Venetian Room April 2-4 . . . Film Star Van Johnson at the Sheraton-Palace Hotel in the Garden Court Dinner Theater production of "Bye, Bye Birdie" opening April 9 . . . Stage and Screen Actor Tom Ewell in the Broadway comedy "Take Her, She's Mine" at the Curran Theater through April 13 . . . John Raitt singing the Rogers and Hammerstein role created for him in "Carousel" at the Curran commencing April 22 . . . Pianist Van Cliburn in a concert at the Opera House April 27.

VACUUM CLEANS BARE FLOORS OR CARPETS WITHOUT ATTACHMENTS. Getting out the vacuum to clean the floors used to also mean assembling and hooking up a number of attachments. Additional attachments were required for rugs, for bare floors, and for getting under furniture and into tight places.

One recently introduced sweep-type vacuum cleaner will do all of these jobs-without the use of any attachments. It cleans bare floors, deep-pile rugs and carpets, and features a low silhouette (only three and a half inches high) for getting under low modern furniture, according to Wayne Allen, Sears, Roebuck merchandising manager here.

Not only does this machine use its suction power to pick up dirt, dust, dog hair and lint, but it also offers the world's first motor-driven revolving brush in a sweep-type vacuum cleaner.

Called the Sears Kenmore "90" Power-Sweep, this new appliance uses the beating action of a revolving brush to fluff matted rugs or other floor coverings, reducing the time usually required to do a thorough cleaning job. For cleaning bare floors, the unit offers a combination of suction and sweeping actions.

The Kenmore power sweep cleaner weighs only 7 1/2 pounds (slightly more than a picture-in-a-minute camera) and will stand by itself or may be hung flat on a wall for storage. Dust and dirt is collected in a large quick-emptying dust cup which has been designed to eliminate the need for bags or liners.

ALL-TIME RECORD SET FOR BANK ADVERTISING. U. S. commercial banks will spend over \$20,000,000 for advertising this year, according to the annual advertising survey of 4,586 banks conducted by the American Bankers Association. The 1963 advertising expenditure total is an all-time record and the 13th consecutive annual rise. Of the participating banks, 48% said they expect to spend more than they did in 1962; 33% plan to spend about the same amount and only 17% plan to reduce their budgets to some degree. Newspapers lead the list, as they have since the ABA annual survey was inaugurated, as the number one choice of banks for advertising.

AUTO SALES CONTINUE TO ADVANCE. Car dealers sold 223,932 American made models in the March 11-20 period, or an average of 24,881 cars in each of the nine selling days, reports The Wall Street Journal. This was up 10% from the 22,551-a-day pace a year earlier, when 180,405 cars were sold in eight selling days. In total units, sales in the middle third of March were a record for the period, but the daily selling rate trailed 1955, when sales averaged 27,012-a-day for eight days. Most of the industry's selling gains came from bigger cars rather than compacts. The mid-month sales indicate a spring pickup is under way.

Monetary Decor

Treasurer of United States Firmly Supports Retention of Greenbacks

By DICK WEST

Washington-AP-As treasurer of the United States, Mrs. Kathryn O' Hay Granahan has charge of the money. I would say that it is in good hands. One of the first things that Mrs. Granahan, a former congresswoman from Pennsylvania, did

when she took her new job last January was familiarize herself with the currency under her jurisdiction.

She was surprised to learn that a dollar bill is black on one side and green on the other. She had been under the impression that it was green on both sides.

Now that she knows what

color the money is, Mrs. Granahan is convinced that it should stay that way. She has gone firmly on record in opposition to the policy of her predecessor, Elizabeth Rudel Smith, who last year proposed a new color scheme.

Mrs. Smith hit upon the idea of making each denomination a different color for easier identification. For example, if you took a fuchsia colored bill out of your wallet, you would know without looking at the figures that it was worth \$10.

I personally thought that Mrs. Smith's plan to jazz up the currency was a real gasser, but from all indications it has come to an untimely end.

At a recent House appropriations subcommittee hearing, Mrs. Granahan was asked for her views and she put herself foursquare behind greenbacks with blackfrons.

"To me, it is traditional," she said. "I do not think one should throw every piece of furniture out, for instance, just because it might be a little old fashioned."

Mrs. Granahan's endorsement of traditional old fashioned monetary decor, as opposed to modern pastel shades, was applauded by the subcommittee members.

Rep. Silvio O. Conte (R-Mass.) suggested that a chameleon-like currency would be confusing to people who are color blind and frustrating to fashion-conscious women.

"They might want a dollar bill to match their lipstick or a \$5 bill to match their hair," Conte commented.

Besides that, he said, "It would be quite a shock, I think, to the rest of the world

to see a different color." Subcommittee Chairman J. Vaughn Gray (D-Va.) agreed. "It is like the flag," he said. All of this started me to thinking of Mrs. Granahan as the Barbara Fritchie of color-fast currency, and in her honor I have taken some liberties with a line from the famous poem:

"Dye if you must this old grey head, but 'spare' our black-green bills," she said.

The CREDIT BUREAU IS NOW AUDITING ACCOUNTS for the next REDBOOK!

You make your own rating by the way you pay your bills. Pay promptly and make a good rating.

A Slow Paid Bill looks better than a Slow Bill that's still owing. Pay them today!

CREDIT BUREAU of Medford

Hong Kong's population is estimated at 2,600,000.

from **Alba, Italy**

An airmail shipment of friendship garden seeds left Medford last week on its way to the gardens and flower boxes of Alba, Italy.

In making the selection, the Friends of Alba Committee chose the giant Oregon bean and the attractive Mexican fire bush for presentation to Medford's sister city.

The international garden friendship gesture was made possible by the donation of seeds by the Elton's Farm and Garden store and the Monarch Seed and Feed company, both of Medford.

Growing instructions were translated and attached to each of the 200 packets.

According to information received here last week, Alba's mayor, Osvaldo Cagnasso has resigned his post and is the Christian-Social candidate for the Italian Senate. It is reported that the strength of his party in that region of Italy almost assures his election.

An internal Italian postal complication has delayed the arrival of the original art works being sent to Medford by artists of the Alba area. Late in 1962, the Alba-Alba Committee, headed by Mrs. Betty Allen, sent 10 original art efforts to Alba for an exchange showing.

Local sister-city officials have contacted the State Department regarding the matter and have been advised that it is being handled by contact through the Italian Embassy in Washington, D.C., and the United States Information Agency in Rome. It is anticipated that the Medford exhibit will be held in Alba soon if there is to be a further

KITCHEN SINK, TOO
Alexandria, La. - Mrs. Elizabeth Landry returned home Monday to find thieves had stolen her gas range, washtub, refrigerator, power mower, outboard motor-and the kitchen sink.

AUTOMATIC Transmissions Exclusively

Minor or Major Repairs
Factory Units in Stock
100% Financing
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Fast Efficient Service
Across From Big Y Market

Complete Investment Service

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TAX EXEMPT SECURITIES

Our recommended list of investment opportunities is available upon request. No Obligation.

FIRST CALIFORNIA COMPANY - INCORPORATED
SUCCESSORS TO ZILKA SMITHER & CO. INC.

Members: Pacific Coast Stock Exchange
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14 S. Central Ave. MEDFORD 772-6119
32 OFFICES SERVING INVESTORS IN OREGON AND CALIFORNIA

This is a rocket. Color it orange. Then blast off for U. S. National where savings deposited by April 10th earn interest from April 1st.

The United States National Bank of Portland • Member Federal Deposit Insurance Corporation

ENTER YOUR CANDIDATE In The . . .

PEAR BLOSSOM FESTIVAL

King & Queen Contest!

Use this entry form. Please make out separate entry blank for each contestant entered. Candidate may be any 5 or 6 year old boy or girl.

THIS FORM MUST BE IN BY APRIL 10th Entry Fee: \$5.00 Each

Mail to: Pear Blossom Festival Association
Chamber of Commerce, Medford, Oregon

Business Club or Organization _____
President or Official _____ Phone _____
Address _____ City _____

This is my application for _____ (King or Queen)
Name _____ Age _____
Parent's Name _____
Address _____ Phone _____

() Check for \$5.00 is enclosed.

For further information please call Mrs. John Mansfield, 773-1967, or the Chamber of Commerce, 772-6293.

Courtesy of Medford Mail Tribune